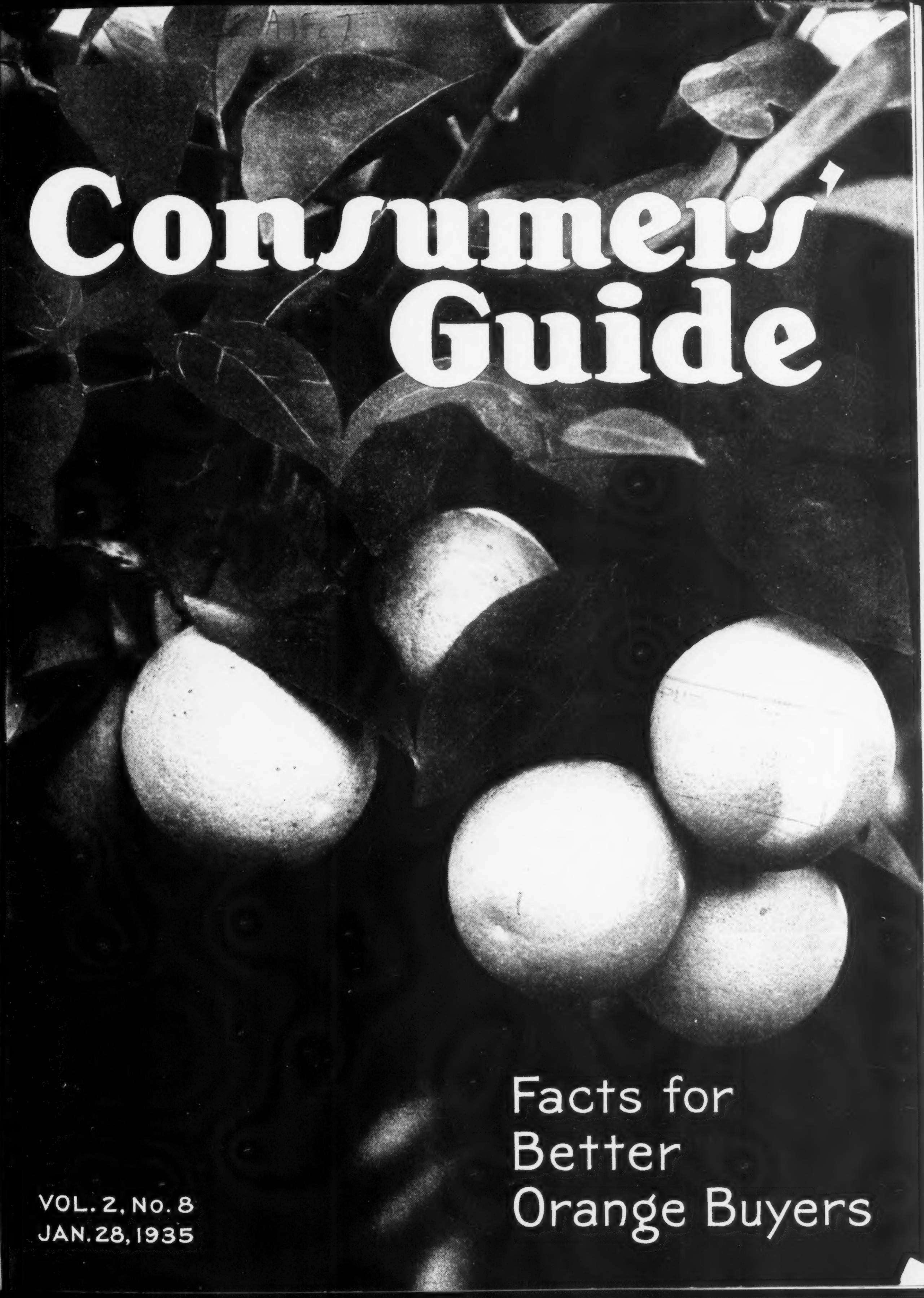

Consumers' Guide
Facts for Better Orange Buyers
VOL. 2, No. 8
JAN. 28, 1935

CONSUMER QUERIES *and* COMMENTS

EVER THINK you were not getting sufficient wear out of undergarments? The Code Authority for the underwear and negligee industry has organized a Consumer Service which will test such garments considered unsatisfactory. Consumers can return them to the shop where the garments were bought. The shop sends them to the Code Authority headquarters in New York for testing. During October, November and December 3,267 garments were received; 2,888 were examined. Of these, 1,542 were returned to the manufacturers, and 1,346 to the retailers. In each case where the consumer had a just claim, it was backed up by the award of the Authority.

DOES YOUR city library have a special Consumers' Shelf? More information to help consumers buy intelligently is being published these days than ever before. Many articles have been appearing on consumers' part in recovery. Talk to your Librarian about a Consumers' Shelf which would bring this material together and give it special display. If you have a Consumers' County Council in your community, it will help you keep the Shelf stocked with useful publications.

"The ambition of the individual to obtain for him and his a proper security, a reasonable leisure, and a decent living throughout life is an ambition to be preferred to the appetite for great wealth and great power"

President Roosevelt

DID YOU have any luck with your New Year's resolutions for consumers? Here are five lusty ones that some of the people in the U. S. Bureau of Home Economics drew up for themselves. Miss Ruth Van Deman of that Bureau told about them in the radio National Farm and Home Hour the other day:

1. Resolved, that during 1935 I'll exercise my rights as a consumer in all the purchases I make.

2. Resolved, that before I go out to make an important purchase, I'll sit down and think what qualities I want in the article I'm setting out to buy. Then I won't be carried away by high pressure salesmanship into taking something I don't want or need.

3. Resolved, that I'll ask intelligent questions about goods before I buy. And I'll keep on asking them until I get definite information about the quality of the merchandise.

4. Resolved, that I'll read all labels carefully. I'm tired of high-sounding words that make everything appear "extra fine" and the "best ever." I want real facts on labels.

5. Resolved, that I'll watch for quality grades on articles and buy graded goods whenever I can. And I'll educate myself on the meaning of those grade names.

TRY your hand at improving this list, and send the results to the CONSUMERS' GUIDE.

FROM AN Ohio consumer comes this query: Many sorts of boxed or tinned dry foods, such as macaroni and rice, seem to have less in their containers than formerly. Does this mean, she asks, that merchants are trying to sell us less for our money? . . . If consumers were more careful each time they make a purchase of packaged food to look for the net weight of the contents, the size of the container would not mislead them. Remember you are interested in the quantity inside, not the size outside. To determine whether you are getting less for your money, always compare the price per unit—ounce or pound—of the contents, not the price per package.

Facts for Better Orange Buyers

This is the season for fitting oranges into budgets. Here are some tips for getting optimum orange value for orange money spent in 1935.

WHEN MASTERS of English sailing ships discovered that lime juice would keep their sailors from getting scurvy on long voyages without fresh vegetables, they earned the nickname of "limeys", but they did not know they had discovered Vitamin C.

OCEAN VOYAGES are not a scurvy menace to most of us today. But less acute, more common, dangers do threaten us if someone in our household does not plan for our Vitamin C: such dangers as a general low state of health, bad gums, and poor teeth.

RICHEST SOURCE of Vitamin C is citrus fruit. And of citrus fruit, oranges are tops for Vitamin C.

OTHER SOURCES of Vitamin C may be cheaper most of the time. Tomatoes, canned or raw, rank next to citrus fruit, and raw cabbage follows on the list. But to figure Vitamin C costs, there are several points to remember.

CUP FOR CUP, orange juice has just twice as much Vitamin C as tomato juice has. Too, there is value in variety, if you can afford it. Two more points to consider before ruling oranges out of your Vitamin C budget: There are best times for buying oranges, and there are best ways to do it.

TIME of year means high or low orange supplies, with prices vice versa. You can see by the chart on the next page that the lowest months for orange prices are January and February. So if a budget can ever include oranges, now is the time.

WISE family purchasing agents find out what type of oranges are in season, which kind suits the purpose for which they are buying, which kind gives the most for the money. They learn to recognize a good orange of that type, and buy the type in as large a quantity as possible without danger of spoiling.

IN SEASON now are Washington navel oranges from California, and the Florida midseason orange called "pineapple", and always the Florida seedlings. Navels are the thick-skinned, easily eaten dessert orange, and for juice there are the Floridas. "Seedling" means that the orange grew on a tree that grew up from a seed, often without benefit of pedigree but full of the benefit of juice.

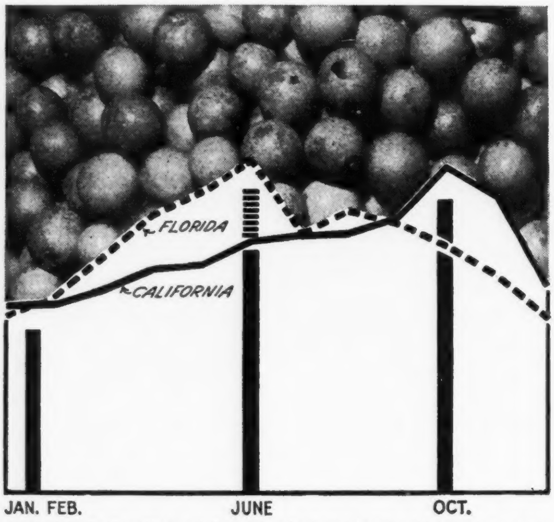
FLORIDA "VALENCIAS" start coming to market soon and keep on coming through May. Then California Valencias take up the job and carry on alone through the summer. November is when Florida comes in again, together with California navels, and the orange year begins in earnest.

LATE SUMMER is the low season for orange shipment, high prices beginning in July and keeping pretty well up through October. Then the flood of fruit starts pushing the prices down toward their present low point of the cycle.

PICKING VALUES even from plentiful supplies, calls for care. General rules apply to all orange varieties.

HEAVINESS is the first requirement of a juicy orange. Get the "feel" of oranges to learn the right weight in proportion to size and thickness of skin.

FIRMNESS is the next orange quality.



AROUND THE YEAR WITH ORANGE PRICES GROWERS GET

SMOOTH SKIN is another count. Some kinds of oranges have a rough skin, and others still keep their fine skin after they've passed the point of perfection, but the skin will tell you something if you know the type of orange.

COLOR is important only in relation to the type of orange. Some kinds are naturally bright colored, but others can be "russeted" on the outside without affecting the flavor on the inside.

ARTIFICIAL COLOR is a new point to watch for. Only harmless vegetable dye is allowed, and only on fruit already matured. Dyeing green fruit would deceive people into thinking it was ripe and is forbidden. To keep from being misled into expecting a different, naturally brighter colored orange, consumers can watch for the stamp "color added" which is required on each artificially colored orange.

INDIVIDUAL WRAPPING usually means that the oranges have been washed and shined and graded for uniform size. Careful consumers who cannot afford to pay for appearance can often find the same food value and flavor in ungraded, unsized, bulk oranges. But look out for puffy, spongy, wilted oranges, or ones that have become moldy, shriveled, or flabby.

DRY ORANGES now coming to market result from a freeze in December. Drying is a progressive process, so oranges may pass inspection for interior quality before leaving Florida and by the time they arrive on the retail market become too dry for eating. It is hard to protect consumers from this.

CUTTING ORANGES open before buying is one way of doing your own testing. Of course, it would hardly pay to carry the paring knife to the store when shopping for half a dozen oranges, but it's a perfectly practical method in quantity buying.

ORANGE PLAN for consumers who would like to use a good many oranges but must make every orange penny count: Go to market, select a crate of the type orange you need for your purpose, and cut open a couple of oranges from that crate. If they measure up to your requirements, buy the crate or a half crate. You can sometimes get twice as many oranges—of a uniformly better quality—for your orange money this way. If your storage space is

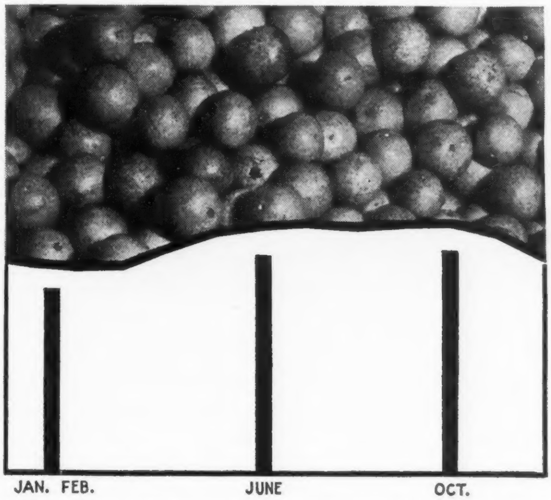
small you may be able to share your oranges with another family. Work out your own system for taking advantage of quantity buying, to avoid the high cost and many individual gambles of small purchases.

FORECASTERS for this year's citrus crop still prophesy a bigger total yield than for any other year except 1930-31. Though Florida freezing was the worst in years, causing damage that looks to be about 40 percent in unpicked fruit, California has had especially good growing conditions, raising the crop estimate each month, so no citrus shortage looms ahead this year.

GOOD TIMES for citrus eaters do not necessarily mean good times for citrus growers. The AAA program of citrus marketing agreements is meant to make it possible for growers to stay in business.

FIGURES like this tell the story: In the 2-week period between December 26 and January 12, 60 percent of all the grapefruit, and 19 percent of all the oranges, sold on the New York Auction market, where most of New York's wholesale buying is done, were sold for <u>less</u> than the cost of picking, boxing, and shipping the fruit. That sample figure is enough to show that producers cannot go on paying at that rate for the privilege of producing citrus fruit for us.

AGREEMENTS in force have helped some. But of course if a marketing agreement regulates the flow of oranges to market from one place while other places ship in without any regulation, it throws the whole thing off balance and does not do much to steady the market in general. There are a good many difficulties that must always be overcome in getting universal acceptance and enforcement of agreements. No two groups of growers and shippers have arrived at the same stage in learning the art of cooperation. One part of the country has had more experience than another. And the beginners in cooperation can't learn the benefits of it overnight. Development of the idea of cooperation is part of the job ahead.



AROUND THE YEAR WITH ORANGE PRICES CONSUMERS PAY

CONSUMERS stand to gain in one way from regulated marketing. It should prevent the business of a surplus of oranges flooding into market and sending prices too far down in one week, causing growers to stop shipping, which in turn brings prices up and encourages too-heavy shipments, this flood in turn sending the price down again, and so on. A steady supply of high-quality fruit at moderate prices would be a better market condition for the consumer. Probably on the whole the consumer would pay a little more for citrus fruit. But, as with other foods, a very slight percentage of increase in what consumers pay—if sent right back to the producer—means a tremendous difference in his income, means that he can keep on producing for us. In the end, that is certainly to our advantage.

from Milk Cans to Door Steps

HERE is the latest record of the cost of getting milk from the milk can to the doorsteps of consumers in 40 cities. This record compares prices consumers paid for milk and prices dairy farmers received from dealers in two periods: December 1932 and December 1934. In every case, the prices apply to milk of the same butterfat content.

DECEMBER 1932 and the months following it were a low period for dairy farmers. Cows were more numerous than ever before, milk was more plentiful, but consumers had less money to buy. Competition was slashing away at dairy farmers' incomes.

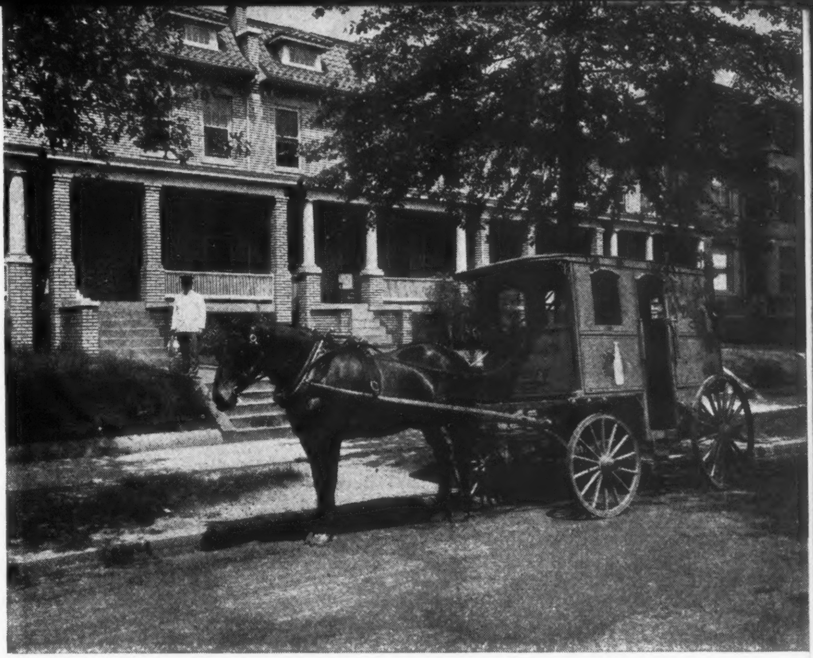
SEVERAL shifts had been made in this picture two years later. Drought had reduced the quantity of milk and made the cost of producing it greater. City consumers had gained a little purchasing power. State milk control boards were regulating prices in 13 of the 40 markets. Federal licenses controlled prices to farmers in 17 markets.

FARMERS supplying 35 of the 40 milk markets reviewed here received higher prices in December 1934 than in December 1932. Consumers paid higher delivered prices on 33 markets. Dealers got greater gross margins on 31 markets.

INCREASES in consumer prices ranged from 1 to 4 cents. Rockford, Ill., and Miami, Fla., were the 2 cities among the 40 where the price jump was 4 cents. In 2 other cities--Cleveland and Pittsburgh—consumers were charged 3 cents more. Delivered milk cost 2 cents a quart more in 17 cities: Memphis, Philadelphia, Milwaukee, Seattle, Tulsa, Grand Rapids, Topeka, Portland (Oreg.), Detroit, New York City, Louisville, Hartford, Albany, Kansas City (Mo.), Buffalo, Little Rock and Jacksonville. In 11 cities, the increase was 1 cent: Sioux City, Boston, Chicago, Sioux Falls, Richmond (Va.), Denver, Wheeling, Los Angeles, New Orleans, St. Louis and Birmingham. Greensboro's price increased a half cent.

NO CHANGE occurred in the price consumers paid in Washington, D. C., Des Moines, San Francisco, Albuquerque or Portsmouth (N. H.). Lower prices to consumers were charged in Davenport, Iowa and Evansville, Ind.

a two-year record of changes in milk costs to consumers in 40 cities.



FARMERS' price in this comparison is the amount paid by distributors for raw milk delivered to the city. It does not represent what the farmer earned on all his milk. Lower prices are paid for milk used in making cream and milk products. Furthermore, this price paid by milk distributors includes out-of-pocket transportation expenses the farmer has to meet in delivering his milk to the city.

FARMERS supplying milk to 4 markets—Rockford, Pittsburgh, Miami and Little Rock—received over 2 cents a quart increase in the 2 years. In 18 markets, the farmers' increase was between 1 and 2 cents: Memphis, Philadelphia, Milwaukee, Cleveland, Tulsa, Grand Rapids, Topeka, Chicago, Portland (Oreg.), Detroit, New York City, Hartford, Albany, Kansas City (Mo.), Los Angeles, Buffalo, Jacksonville and St. Louis. Farmers supplying the following 13 markets received an increase of less than a cent: Seattle, Boston, Sioux City, Sioux Falls, Richmond (Va.), Denver, Louisville, Des Moines, Wheeling, New Orleans, Evansville (Ind.), Birmingham and Greensboro (N. C.).

NO CHANGE was made in the price to farmers supplying Washington, D. C. Slightly lower prices were paid farmers selling to Portsmouth (N. H.), Albuquerque, San Francisco and Davenport.

IN 31 markets out of 40, consumers' prices increased more than the additional amount paid to farmers. In half of these cases, the added cost to consumers was more than a half cent greater than the added pay to farmers.

TEN cities where advances in consumer prices exceeded advances in farm prices by a half to a whole cent were: Portland (Oreg.), Milwaukee, Jacksonville, Philadelphia—all now State regulated cities; Denver, Tulsa, Detroit, Kansas City (Mo.)—all operating now under Federal licenses; Memphis and Albuquerque, unregulated markets.

IN FIVE cities, the increase in consumers' prices was more than a cent greater than the increase in farm price. These 5 cities were: Rockford, Louisville, Seattle, Cleveland, and Miami. The last 3 are now State regulated cities. Louisville is under a Federal milk license. Rockford is an unregulated milk market.

THE DIFFERENCE between the amount paid by consumers and the amount paid to farmers is the "gross margin" of distributors. These pennies represent distributors' charge for inspecting, weighing, testing, pasteurizing, filtering, cooling, bottling, refrigerating, storing, transporting, delivering and collections on milk sold at retail to city homes.

ROCKFORD, Ill., headed the list of 40 cities in December 1932, in having the lowest actual cost per quart for these services. The gross margin there was 3.90 cents a quart. Two years later it was Chicago—with a Federal milk license—which had the lowest distributors' charge, 4.69 cents a quart. In both Decembers, Greensboro (N. C.)—an unregulated market—brought up the rear of the procession with a total cost of 9.66 cents a quart in December 1932, and 9.32 cents in December 1934.

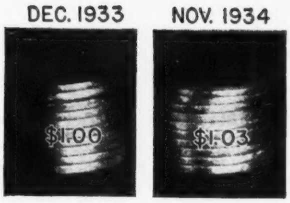
IN BETWEEN these two extremities came a wide variety of costs. In the earlier December, consumers in 7 cities paid 4 and a fraction cents for the preparation and distribution of their milk. Consumers in 14 other cities paid 5 and a fraction cents. In 13, they paid 6 and a fraction cents. Finally, in 4 cities, the cost to consumers for the servicing of their milk was 7 and a fraction cents.

THESE servicing costs were stepped up by December 1934. In no city were these costs less than 4 cents. In only two—Chicago and Boston, both under Federal licenses—were they less than 5. Consumers in 17 cities paid 5 and a fraction cents. Eight of these operate under Federal milk control; five, under State control. In 14 cities the cost was 6 and a fraction cents. Of these cities, 6 each are under Federal licenses, and State milk control. In 5 cities, the cost was 7 and a fraction cents. This list includes Louisville, a Federally licensed market; Portsmouth (N. H.) and Albuquerque; Miami, under State control; and Birmingham (Ala.).

SERVICING charges in the State-controlled market of Jacksonville, Fla. came to 8.02 cents a quart, which was topped only by Greensboro (N. C.), with 9.32 cents a quart.

14 MILLIONS MORE

Farmers serving 22 Federally licensed milk markets are estimated to have received $14,685,180 more in gross returns for their fluid milk during 1934 than the same amount of milk would have brought them at prices holding before any licenses were in effect. Increased feed costs, due to 1934's drought, helped to reduce the net advance in income to these dairy farmers.



Changes in City Workers' COST of LIVING

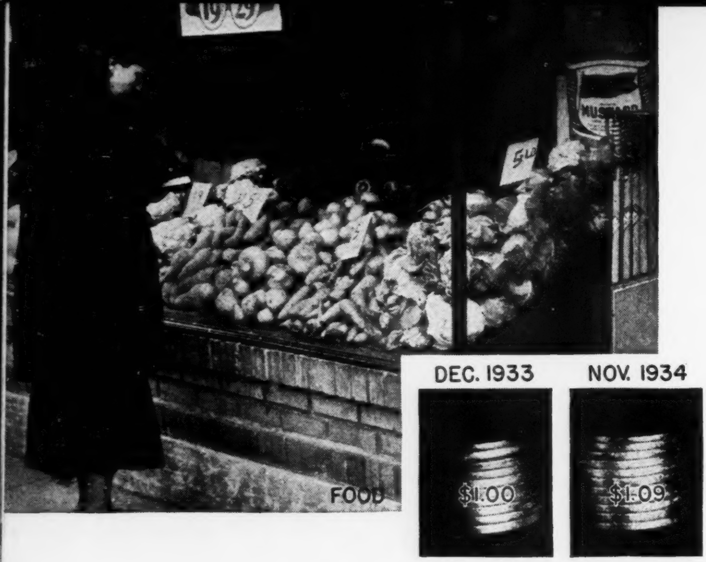
IT'S THE GOVERNMENT'S BUSINESS to know how the shifts in retail prices are making it harder or easier for families to live. Every half year the Government sends out expert price reporters to study changes in city workers' living costs.

THESE PRICE REPORTERS from the Bureau of Labor Statistics go to stores and other businesses in 32 big cities. They put down on their tabulation sheets the prices wage earners pay for all the kinds of things they use and buy, 178 items in all.

THEY REPORT FROM THE NORTH—from Boston, Buffalo, New York, Philadelphia, Pittsburgh, Portland (Maine), Scranton.

AND FROM THE SOUTH—Atlanta, Baltimore, Jacksonville, Norfolk, Richmond, Savannah, Washington, Birmingham, Houston, Memphis, Mobile, New Orleans.

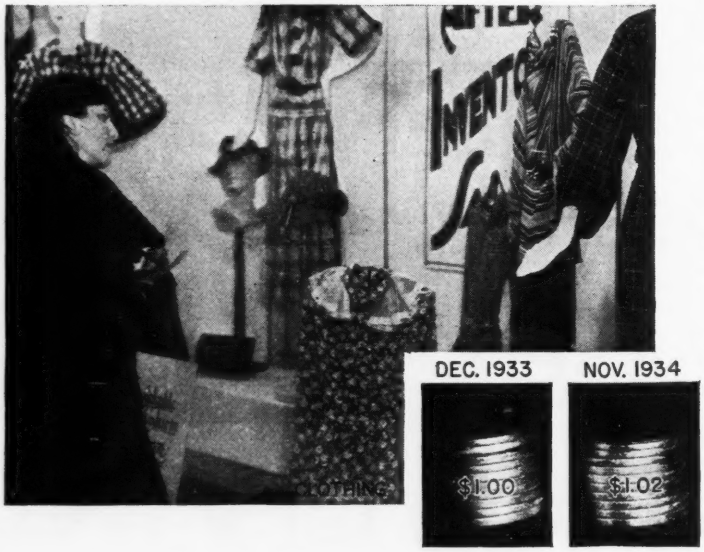
THEY REPORT FROM the Middle West—from Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Kansas City, Minneapolis, St. Louis.



AND THE FAR WEST—Denver, Los Angeles, Portland (Oreg.), San Francisco, Seattle.

WE NOW HAVE the latest of these price reports collected by the Bureau of Labor Statistics. They show that, on the whole, the cost of living went up about 3 cents on the dollar from December 1933 to November 1934. This higher cost of living is due mainly to the rise in food prices, the most important item in the wage earner's living costs.

FOR EVERY DOLLAR it cost a family to live in December 1933, it cost them nearly $1.03 in November 1934. Going back a year further, in December 1933, it cost a city family $1.02 for every $1.00 in December 1932. (It is just a year since you read that figure—and others, going further back—in CONSUMERS' GUIDE, Vol. 1, No. 10.)



BUT IF YOU spend your money differently from the way the average worker's family is supposed to divide up its income, your total living costs may have gone up more or not so much.

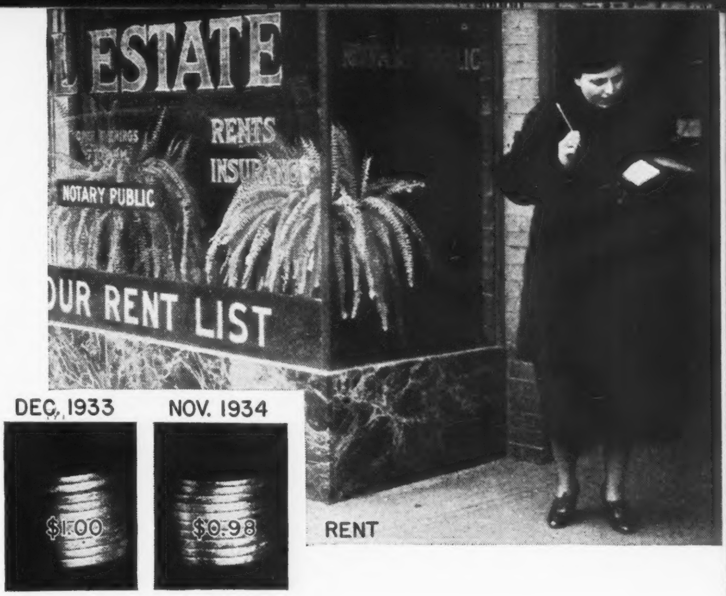
YOU MIGHT CHECK on this by comparing your way of spending your income with the way the average wage earning or lower salaried worker's family spent its dollar in 1918, which is the basis used hitherto by the Bureau of Labor Statistics.

THE AVERAGE FAMILY'S dollar in that year divided up this way: 38 cents for food, 17 cents for clothing, 24 cents for rent, fuel and light, household furnishings and furniture, and 21 cents for everything else.

FOOD INCREASED in price the most. We paid nearly $1.09 in November 1934 for food which cost $1.00 in December 1933.

CLOTHING COST $1.02 for every dollar it cost in December 1933. Fuel and light went down nearly a cent, rent down nearly 2 cents, house furnishings up close to 3 cents. "Miscellaneous" items averaged out at no more and no less than before. In all these figures we are showing what we had to pay in November 1934 for what cost a dollar in December 1933.

A HIGHER PRICE for food is partly the price we pay for giving our farmers a



RENT

chance to work themselves out of their long-continued depression. The farmers' share of the national income—as the President said in his message to Congress—is slowly rising. In part this results from their joining in AAA's production control program. In part it is due to drought and there are other factors as well.

LOW PRICES which farmers were getting for their products were holding the whole country back from recovery, because farmers did not get enough income to buy the products of city workers. Now, the hundreds of millions of additional income that farmers are receiving are finding their way into channels of trade. They serve as a stimulus for greater general prosperity to offset the somewhat higher prices consumers must pay.

THE 32 CITIES were affected differently by the rise in the cost of living. Atlanta, Detroit, Birmingham, Houston, had a rise of 4 cents or more in November 1934 for every $1.00 of living costs in December 1933. Washington, D. C., Portland (Oregon) and San Francisco were close to the to with a rise of 3.9 cents. Memphis went up 3.8 cents; Denver, 3.4 cents; New Orleans, 3.2 cents. Pittsburgh, Baltimore and Kansas City each had a 3-cent rise in the cost of living. The other 19 cities had less than 3-cent increases. Those having less than a 2-cent increase were Buffalo, New York, Philadelphia, Savannah, Chicago, Indianapolis, Minneapolis and Scranton. Scranton had the smallest increase, six-tenths of a cent (0.6).

GOING BACK now to the first 6 months of 1928, which the Bureau of Labor Statistics has taken as a peak period from which to reckon recent price changes, we find that what cost a dollar in 1928 cost only 81 cents last November. For every $1.00 it cost to live in the first 6 months of 1928, it cost 19 cents less in November 1934. This is the average for all the 32 cities.

FUEL AND LIGHTING

BIGGEST DIFFERENCE was in rent. For every $1.00 which rent cost in the first half of 1928, the cost in November 1934 was slightly over 64 cents. Food costs in
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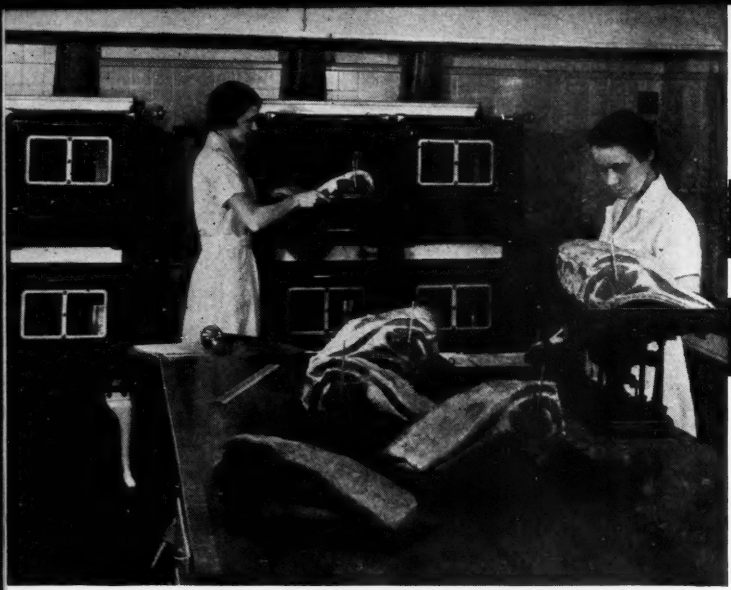

Consumer-Farmer Briefs from Washington

Meat research is under way in laboratories of the Bureau of Home Economics in Washington. There's a way to cook every cut to conserve food value and bring out the good meat flavor. But you must know your cuts and cook accordingly. "Meat dishes at low cost" (Misc. Pub. No. 216, to be had from the Superintendent of Documents, Washington, D. C.) will show you how cheap cuts can be just as nutritious as the most expensive.

CONSUMERS' AGENCIES in Washington and consumers' organizations throughout the country continue to urge canners to label their goods with grades consumers can understand and compare. Canners, through their Code Authority Committee, are willing to put more information on labels to help consumers, but prefer "descriptive terms"—such as Fancy, Choice and Standard—to grades of the A, B and C variety. NRA's Industrial Advisory Board is supporting the A, B, C grading system.

AAA

WHOLESALE GROCERS, in convention January 14, heard NRA's Armin W. Riley, Divisional Administrator for the canners' code, answer the charge that grade labelling would injure canners' business by quoting the president of Canada's second largest canners—where all such goods are required by law to be graded. "If grade labelling is ruinous to the canning industry, I wonder that we have not been ruined by it."

CONSUMERS INTERESTED in Canada's grade labelling system, what canners and merchants think of it, what consumers gain by it, should write to NRA's Consumers' Advisory Board for their report, made in conjunction with the Bureau of Agricultural Economics, "Grade Labelling of Canned Foods." Those interested in the canners' side of the controversy can get their report on the same subject by writing to the National Canners Association, Washington, D. C.

AAA

DON'T LET careless statements confuse you about processing taxes. All 1934 processing taxes put together added less than 1 percent to the total purchases of goods by consumers. On individual commodities they have added more, but they still amount to only a fraction of the prices consumers pay.

AAA

TAKE the processing tax affecting cotton overalls. In a published statement, General Hugh Johnson charges: "That (the processing tax on cotton) and other governmental emergency measures doubled the price of cotton overalls to the farmer." Five days before the cotton processing tax went into effect on August 1, 1933, the average price of cotton overalls was $1.09. On December 18, 1934, the average price was $1.60—an increase of just under 50 percent, instead of 100 percent, as stated.

The cotton processing tax on this typical pair of overalls amounts to only 8¼ cents—or 5 percent of the price consumers paid on December 18.

AAA

CONTROL OF cotton production and revaluation of the dollar stepped up the payment to the farmer, who raised the cotton going into that pair of overalls, from 20.3 cents on July 27, 1933, to 25.6 cents on December 18, 1934. This addition of 5.3 cents for raw cotton accounted for 3.3 percent of the price consumers paid on the latter date for the finished overalls.

AAA

AGRICULTURE'S effort to increase the cotton farmers' purchasing power cost consumers up to the end of 1934 a total of 13½ cents for this average pair of overalls. "Other governmental emergency measures"—many of them designed to increase the purchasing power of workers who made and marketed the overalls—contributed to the other 37½-cent increase in their retail price.

AAA

ANOTHER SIGN of better farm incomes is the increased demand for farm machinery. Production of the farm equipment industry in 1934 jumped nearly 50 percent over 1933. Proportion of cash sales improved. Three factors helped up 1934 trade: increased farm prices; AAA benefit payments; refinancing by the Farm Credit Administration of more than $1,000,000,000 of farmers' obligations.

AAA

MONEY TALKS. Sales of general merchandise in small towns and rural places tell of bigger pocketbooks on the farm. Dollar value of these sales in 1934 were about 21 percent higher than in 1933, 32½ percent higher than in 1932. These figures are based on the mail order business of three large companies and a large group of chain units operating in agricultural regions.

AAA

FAMILIES on relief are going to have dried skim milk added to their food supplies. The AAA has accepted bids and awarded contracts on its first purchases of this health-giving food which is difficult to buy on the regular retail market. A total of 3,081,250 pounds will soon be bought and donated to the Federal Surplus Relief Corporation for distribution to the needy and unemployed throughout the country. FERA is organizing a work project to package the powder in convenient small quantities.

AAA

DRIED SKIM MILK is a valuable addition to the diet. It contains almost everything in whole milk except the fat. (It is best used as a supplement to, not a substitute for, whole milk.) It has calcium and phosphorous—among the chief needs of children. It is high in protein, rich in Vitamin G. Plenty of dried skim milk is available to industry and farming, but little to consumers. Dairy companies' explanation is lack of a suitable package. When a marketing agreement was signed with the industry over a year ago, Secretary Wallace invited dried skim milk manufacturers to work out with the Department of Agriculture a consumer package. As yet neither it nor substitute packages have generally appeared on dealers' shelves. If you take the trouble, you may find your local ice cream factories or bakeries will sell you small quantities of dried skim milk.

AAA

TO SUPPORT the gains already made in giving farmers a larger purchasing power for city goods and services, said AAA's Economic Advisor, Louis H. Bean, at NRA's Fair Price Hearing on January 10, means

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YOUR FOOD BILL

GRADUAL downward movement of food prices which was under way from the beginning of September until the middle of December has been broken. The first retail food price report in the new year indicates a rather substantial rise in food prices during the two-week period from December 18 to January 2. On December 18 the average price of foods as a group was estimated at 114.3 percent of 1913 level and by January 2 had risen to 115.9 percent. This is an increase of 1.1 percent in a period of two weeks.

CHANGES IN CITY RETAIL PRICES

Kind of food	Jan. 2 1934	Dec. 18 1934	Jan. 2 1935	Change in year
Dairy products	¢	¢	¢	%
Milk, qt	11.2	11.7	11.7	+4.5
Cheese, lb	21.9	24.1	24.1	+10.0
Butter, lb	25.2	35.4	36.3	+44.0
Beef				
Round steak, lb	24.0	27.4	28.1	+17.1
Rib roast, lb	19.7	22.8	23.4	+18.8
Chuck roast, lb	14.7	16.9	17.2	+17.0
Pork				
Chops, lb	19.9	24.3	26.7	+34.2
Lard, lb	9.5	15.6	16.2	+70.5
Who. smo. ham, lb	—	23.1	23.4	—
Lamb				
Leg of lamb, lb	20.8	23.6	24.6	+18.3
Breast lamb, lb	—	10.3	10.9	—
Square chuck, lb	—	17.6	18.5	—
Poultry and eggs				
Hens, lb	21.5	24.5	25.0	+16.3
Eggs, doz	30.8	37.3	38.0	+23.4
Bread				
White, lb	7.9	8.3	8.3	+5.1
Rye, lb	8.6	8.9	8.9	+3.5
Whole wheat, lb	—	9.0	9.0	—

(continued)

THE BUREAU OF LABOR STATISTICS reports increases in the prices of all six groups of foods, including cereals, dairy products, eggs, fruits and vegetables, meats and miscellaneous foods. Greatest price increases reported were in meats and fruits and vegetables. Meat prices as a group increased 3 percent in the period of two weeks. Prices of almost all cuts quoted by the Bureau advanced during this period although the increase was very uneven among the different kinds of meat.

THIS rather sharp rise in the price of meat has been anticipated for some time and has been discussed in the earlier issues of the GUIDE. The first effects of last summer's drought were to force onto the market substantial numbers of livestock for which feed was not available. For several months this had a tendency to hold down the market prices of livestock and livestock products. Sooner or later, however, it has been apparent that a movement of this kind would result in a sharp drop in meat supplies.

THE EXPECTED DROP began to become apparent during the last part of December, and probably during all of 1935 the market supplies of meats will be considerably below those of a year ago and prices probably will be substantially higher. This applies to all meats.

INCREASES were reported in prices of many of the canned fruits and vegetables. The biggest factor in the increased prices of fresh perishable fruits and vegetables was doubtless the freeze in Florida which has greatly reduced the citrus crop in that section and also has caused a temporary but sharp drop in the supplies and number of the more perishable vegetables.

COMPARING present prices with those of a year ago the greatest increases have been in prices of lard, butter and pork products. Lard prices are now more than 70 percent above a year ago while butter prices are 44 percent above last year's levels. The various cuts of pork products range from about 20 percent to about 45 percent above those of a year ago.

YOUR FOOD BILL
(continued)

CHANGES IN CITY RETAIL PRICES

Kind of food	Jan. 2 1934	Dec. 18 1934	Jan. 2 1935	Change in year
Cereal products	¢	¢	¢	%
Flour, lb.	4.7	5.1	5.1	+8.5
Macaroni, lb.	15.7	15.8	15.8	+0.6
Wheat cereal (28-oz. pkg.)	24.1	24.3	24.3	+0.8
Vegetables - canned				
Corn, #2 can	11.0	12.4	12.8	+16.4
Peas, #2 can	14.2	17.3	17.4	+22.5
Tomatoes, #2 can	9.9	10.4	10.3	+4.0
Vegetables - fresh				
Potatoes, lb.	2.4	1.7	1.8	-25.0
Onions, lb.	4.2	4.1	4.1	-2.4
Cabbage, lb.	4.6	2.8	3.1	-32.6
Vegetables - fresh				
Lettuce, head	——	9.3	10.0	——
Spinach, lb.	——	8.9	9.0	——
Carrots, bunch	——	5.8	6.0	——
Fruit - canned				
Peaches, #2½ can	17.5	19.3	19.4	+10.9
Pears, #2½ can	20.6	22.6	22.8	+10.7
Pineapple, #2½ can	——	22.6	22.5	——
Fruit - fresh				
Apples, lb.	——	5.9	6.0	——
Bananas, doz.	25.1	22.3	22.6	-10.0
Oranges, doz.	27.0	28.8	28.9	+7.0

ORDINARILY there tends to be a seasonal high point in retail food prices in November and from that time until the following April prices usually drop a little. However, this movement is not very regular from year to year and during the past few months the trend of food prices has been quite different from the average seasonal movement. There has been a slight but regular drop in food prices from September through December when prices are usually rising. Now, however, at the beginning of the new year prices have gone up and the indications are that this may be the start of a gradual rise in food prices which may last for several months.

THIS EXPECTED RISE is, of course, largely a result of the 1934 drought and it is anticipated that the most substantial increases in prices to the consumers are likely to be in meats and in dairy and poultry products. The supply of all of these products will be influenced by the shortage of food grains.

CONSUMERS should remember that even with the recent rise in market prices of most of these products, livestock producers, dairymen and poultrymen in general are in a very difficult position since the price of feeds has risen much more than average prices of livestock and livestock products. Thus producers who have adequate feed supplies and can winter their animals satisfactorily may be in a position to market their products at good prices later this year. However, at the present time the high price of feeds much more than offsets increases of market prices of farm products and those producers who have to buy their feed are faced with a difficult position.

SLOWLY but surely the farmers' share in consumers' food dollars is creeping back to the importance it had in pre-depression days. Every 2 weeks, when retail food prices are reported, we take prices of 14 more important foods and compare them with prices farmers get for the raw materials in those foods.

IN 1929 farmers producing the raw materials in these 14 foods received 47½ cents out of each dollar consumers paid for the finished foods. Depression pushed down this share until in 1932 farmers received only 33 cents of each consumer dollar. 1933 was a little better; farmers' share was 35 cents.

IN THE FIRST full year of the recovery program, 1934, the farmers' share was brought up to 37½ cents of each dollar spent by consumers for these 14 foods. Farmers who cooperated in AAA control programs received an additional amount which came from processing taxes, assessed on processors but passed on to consumers in most cases. Some of the gains in farm prices were due, not to control programs, but to reduction in supplies caused by the drought.

DAIRY PRODUCTS

BUTTER continues to go up in price, increasing almost 1 cent a pound during the 2 weeks from December 18 to January 2. Prices of milk and of cheese were unchanged during this period.

AVERAGE PRICE paid for butter by city consumers January 2 is 44 percent higher than the price a year earlier. Prices of butter and lard have increased more during the past year than any other important food. Particularly during the past few months butter prices have increased much more rapidly than have the prices of other dairy products. This is true not only of prices paid by consumers but also of wholesale butter prices and of farm prices of butter and butterfat. On December 15 the average farm price of butterfat was quoted at 28.2 cents a pound compared with 27.2 cents in November, 24.3 cents in October and 18.0 cents in December 1933. Farm prices of milk have also increased somewhat during the past 2 months but the increase has been much more moderate than in the case of butter.

PART of the recent increase in butter prices is due to the ordinary seasonal forces which usually cause some rise from the low point in June up to about the middle of December. Ordinarily consumers can expect prices of butter to fall from December to the following June. The continuation of rising butter prices into the new year is somewhat unusual. It appears to be due to the fact that butter production is less than a year ago and that stocks of butter are decidedly less. It is probable that the total supplies of domestic butter during the remainder of the feeding season will be considerably below those of a year ago. This does not mean that butter prices are likely to continue to rise rapidly as they have during the past few months but it is doubtful if consumers can expect so marked a seasonal drop in prices as usual during the rest of the winter and spring.

ALTHOUGH present prices of butter may seem high to many consumers the increase in retail butter prices has not been nearly so great as the increase in the cost of feed to dairy farmers. Farm price of feed grains in December was practically twice as high as a year earlier.

Average Retail Prices, January 2, 1935 (cents)

Markets	Milk (qt.)	Cheese (lb.)	Butter (lb.)
United States	11.7	24.1	36.3
North Atlantic:			
Boston	11.7	23.4	36.2
Bridgeport	14.0	27.7	37.9
Buffalo	12.0	24.8	36.5
Fall River	13.0	24.0	34.8
Manchester	12.0	24.6	36.1
Newark	13.0	25.9	39.5
New Haven	14.0	29.8	33.6
New York	12.5	28.1	39.1
Philadelphia	11.0	28.3	38.8
Pittsburgh	12.7	25.5	36.6
Portland, Maine	10.7	24.6	36.4
Providence	13.0	22.8	35.8
Rochester	12.0	25.2	34.9
Scranton	11.0	25.4	36.7
South Atlantic:			
Atlanta	14.0	21.8	37.0
Baltimore	12.0	25.6	39.2
Charleston, S. C	13.0	21.1	36.2
Jacksonville	15.0	20.7	36.0
Norfolk	14.0	21.2	35.8
Richmond	12.0	22.2	36.7
Savannah	14.0	20.7	35.9
Washington, D. C	13.0	26.5	39.3
North Central:			
Chicago	10.0	26.8	36.9
Cincinnati	12.0	25.2	35.5
Cleveland	11.0	26.0	35.1
Columbus	10.0	25.2	34.8
Detroit	11.0	23.7	36.4
Indianapolis	10.0	24.4	35.4
Kansas City	12.3	23.6	34.7
Milwaukee	10.0	24.4	35.9
Minneapolis	10.0	23.8	35.4
Omaha	10.0	24.1	34.0
Peoria	7.0	22.8	34.0
St. Louis	11.0	23.0	37.2
St. Paul	10.0	23.7	36.0
Springfield, Ill	10.0	22.9	35.8
South Central:			
Birmingham	13.0	20.6	36.9
Dallas	10.0	24.1	33.2
Houston	12.0	20.7	36.9
Little Rock	12.0	21.9	34.0
Louisville	12.0	23.7	36.6
Memphis	11.3	20.0	34.6
Mobile	13.0	22.2	34.2
New Orleans	11.0	22.7	37.0
Western:			
Butte	11.0	22.1	35.9
Denver	11.0	24.1	34.2
Los Angeles	12.0	25.1	36.7
Portland, Oreg	11.2	22.8	36.4
Salt Lake City	10.0	22.1	35.7
San Francisco	12.0	28.7	36.7
Seattle	10.7	22.5	37.8

Average Retail Prices, January 2, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States	8.3	8.9	9.0
North Atlantic:			
Boston	8.3	9.2	8.8
Bridgeport	8.7	9.1	9.2
Buffalo	8.4	8.4	9.3
Fall River	8.1	8.4	9.0
Manchester	9.0	9.6	9.1
Newark	9.3	9.4	9.5
New Haven	8.7	9.1	9.3
New York	8.8	8.9	9.5
Philadelphia	8.8	9.9	10.7
Pittsburgh	8.3	8.9	9.0
Portland, Maine	9.1	9.5	9.6
Providence	8.1	8.8	9.4
Rochester	8.1	8.2	8.9
Scranton	9.2	10.2	10.3
South Atlantic:			
Atlanta	8.9	9.4	9.0
Baltimore	9.0	9.2	9.5
Charleston, S. C	9.2	9.5	10.8
Jacksonville	9.8	9.9	10.0
Norfolk	8.5	8.7	9.0
Richmond	8.5	8.5	9.3
Savannah	9.6	9.9	10.4
Washington, D. C	8.3	8.8	8.9
North Central:			
Chicago	7.3	8.0	8.3
Cincinnati	7.8	9.6	9.6
Cleveland	7.8	8.3	8.6
Columbus	8.1	9.1	9.3
Detroit	7.2	7.6	7.6
Indianapolis	7.4	7.7	8.9
Kansas City	8.4	8.8	9.1
Milwaukee	6.7	6.9	7.6
Minneapolis	8.3	8.9	9.3
Omaha	8.3	8.9	8.2
Peoria	7.9	9.0	8.9
St. Louis	8.2	9.1	9.5
St. Paul	8.4	9.0	9.5
Springfield, Ill	8.7	9.6	9.7
South Central:			
Birmingham	9.6	9.9	9.9
Dallas	7.9	7.9	7.9
Houston	8.6	8.5	8.8
Little Rock	9.9	9.7	9.9
Louisville	7.4	8.0	8.6
Memphis	8.5	8.9	9.3
Mobile	9.0	9.7	9.7
New Orleans	8.4	8.6	9.3
Western:			
Butte	9.5	9.7	9.6
Denver	7.9	8.9	8.0
Los Angeles	7.9	9.5	8.2
Portland, Oreg	9.1	10.1	9.1
Salt Lake City	7.3	8.9	7.5
San Francisco	9.4	9.0	10.4
Seattle	9.1	9.8	9.0

BREAD

NO CHANGE in the average price of white, rye or whole wheat bread occurred during the two weeks ending January 2. The average price of white bread is estimated at 8.3 cents a pound, rye bread at 8.9 cents and whole wheat bread at 9.0 cents. Compared with last year the price of white bread has increased 5.1 percent and the price of rye bread 3.5 percent.

VERY LITTLE change in the cost of flour and other bread ingredients has taken place since the latter part of November. This is also true of the price of wheat. The present margin between the cost of materials to the baker and retail price of bread is very near what might be considered normal. It is approximately the same as it was during most of last summer and only slightly above the levels of January 1934.

HIGHEST PRICES reported for white bread are in Little Rock, 9.9 cents; Jacksonville, 9.8 cents; Savannah and Birmingham, 9.6 cents; and Butte, 9.5 cents. Compared with these high prices Chicago and Salt Lake City each report an average price of 7.3 cents, Louisville a price of 7.4 cents.

WHILE rye bread and whole wheat bread commonly sell for more than white bread in this country, the relationship is very different in different cities. For example, in Buffalo, Dallas and in Richmond the average price of rye bread is reported the same as the price of white bread, and Houston reports an average price of rye bread 0.1 cent a pound less than the price of white bread.

WE HAVE from time to time received a number of complaints from consumers concerning the weights of bread. In many States there are no laws regulating weights of bread and many bakeries change the weight of loaves from time to time and often do this in order to avoid a change in price. A few States have during recent years adopted legal standard weights.

CEREAL PRODUCTS

FLOUR, macaroni and wheat cereal showed no change in price during the two weeks from December 18 to January 2. In general there has been very little change in the wholesale market prices of wheat and cereal products although wheat prices strengthened a little during the latter part of December and early January.

STOCKS of wheat on January 1 have been estimated at 140,000,000 bushels less than a year ago. Prospects for the 1935 wheat crop are uncertain at the present time. The condition of the winter wheat crop as reported on December 1 would indicate the probability of a crop in the neighborhood of 475,000,000 bushels. If yields of spring wheat should be average this might result in a total wheat crop of 700,000,000 bushels this year. However, the spring wheat crop may be less than normal unless there should be good rains during the spring months.

WE USUALLY consume, in this country, about 625,000,000 bushels. Thus, as near as we could judge at the present time it is likely that the 1935 crop may be slightly more than enough to take care of our ordinary requirements without leaving much surplus for sale abroad.

AVERAGE farm price of wheat in December was 90.6 cents, compared with 88.1 cents in November. A year earlier—that is, in December 1933—the farm price was 67.3 cents.

Average Retail Prices, January 2, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	5.1	15.8	24.3
North Atlantic:			
Boston	5.0	15.7	23.5
Bridgeport	5.6	16.2	25.6
Buffalo	5.4	15.7	24.2
Fall River	5.1	15.2	23.1
Manchester	5.2	17.6	25.2
Newark	5.8	16.1	22.8
New Haven	5.1	15.9	21.9
New York	5.5	16.8	23.8
Philadelphia	5.0	16.5	21.9
Pittsburgh	4.8	16.0	23.5
Portland, Maine	5.1	17.3	24.3
Providence	5.3	14.5	22.6
Rochester	5.3	15.3	24.0
Scranton	5.1	18.1	23.8
South Atlantic:			
Atlanta	5.6	16.6	26.1
Baltimore	5.0	16.0	24.3
Charleston, S. C	5.7	16.9	25.0
Jacksonville	5.5	16.6	25.2
Norfolk	5.1	16.1	25.0
Richmond	5.2	15.5	23.3
Savannah	5.4	15.9	24.7
Washington, D. C	5.4	15.7	24.0
North Central:			
Chicago	5.0	14.5	24.7
Cincinnati	4.7	15.3	21.7
Cleveland	4.8	16.2	23.6
Columbus	4.4	16.5	26.8
Detroit	5.1	14.5	24.0
Indianapolis	4.6	15.7	25.7
Kansas City	4.9	15.3	24.7
Milwaukee	4.9	14.2	23.1
Minneapolis	5.2	14.6	22.8
Omaha	4.7	18.4	24.7
Peoria	5.0	17.2	25.0
St. Louis	5.0	16.8	26.3
St. Paul	5.0	14.3	23.6
Springfield, Ill	5.1	17.0	26.3
South Central:			
Birmingham	5.2	13.3	25.4
Dallas	4.9	18.3	24.5
Houston	5.0	13.4	23.1
Little Rock	5.0	15.7	27.8
Louisville	5.3	14.5	25.2
Memphis	5.7	16.2	25.4
Mobile	5.3	17.1	25.6
New Orleans	6.1	10.0	23.8
Western:			
Butte	5.3	16.9	26.1
Denver	4.2	17.2	22.8
Los Angeles	4.7	15.1	23.8
Portland, Oreg	4.4	16.2	25.7
Salt Lake City	4.1	17.5	23.6
San Francisco	5.1	16.4	24.3
Seattle	4.6	16.6	25.7

Average Retail Prices, January 2, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	28.1	23.4	17.2
North Atlantic:			
Boston	37.0	26.8	23.0
Bridgeport	35.3	28.1	22.2
Buffalo	24.3	22.8	16.6
Fall River	34.9	24.1	19.3
Manchester	36.3	22.7	20.4
Newark	35.4	27.5	19.3
New Haven	36.6	28.2	20.0
New York	31.9	29.0	20.6
Philadelphia	31.8	28.5	19.8
Pittsburgh	29.4	25.9	18.3
Portland, Maine	32.8	24.3	18.2
Providence	36.2	27.3	19.9
Rochester	25.9	21.8	16.4
Scranton	31.5	25.7	21.4
South Atlantic:			
Atlanta	29.4	23.2	17.2
Baltimore	26.6	24.1	15.7
Charleston, S. C.	26.5	21.8	15.3
Jacksonville	25.5	22.3	17.1
Norfolk	27.3	25.6	15.4
Richmond	29.3	24.8	16.7
Savannah	25.2	23.2	16.1
Washington, D. C.	30.9	26.3	18.9
North Central:			
Chicago	26.3	25.8	19.3
Cincinnati	27.7	23.9	15.7
Cleveland	26.9	23.3	18.3
Columbus	30.6	25.0	19.4
Detroit	28.7	24.9	19.5
Indianapolis	28.4	20.8	17.5
Kansas City	25.3	20.4	15.8
Milwaukee	24.6	22.6	17.0
Minneapolis	24.5	20.7	16.0
Omaha	24.3	18.2	15.4
Peoria	25.1	18.1	15.0
St. Louis	30.0	22.3	15.5
St. Paul	24.4	21.1	16.6
Springfield, Ill.	26.5	17.8	15.0
South Central:			
Birmingham	29.0	16.3	23.4
Dallas	31.0	25.0	16.6
Houston	27.1	22.5	14.5
Little Rock	25.5	20.9	14.9
Louisville	27.0	18.9	15.4
Memphis	27.3	22.5	14.9
Mobile	25.7	20.0	14.8
New Orleans	26.2	24.1	15.8
Western:			
Butte	19.5	17.9	13.1
Denver	24.3	18.1	14.1
Los Angeles	23.6	22.7	14.6
Portland, Oreg.	19.4	17.5	13.1
Salt Lake City	22.4	18.0	13.6
San Francisco	25.8	23.8	15.7
Seattle	25.0	22.3	16.7

BEEF

PRICES of beef and of all other meats have started upward. It will be remembered that beef prices dropped gradually from September through December.

THE GUIDE has several times indicated that meat prices would probably start upward about the beginning of the new year. It is probable that the turning point has been reached and that prices of practically all meats will tend to rise for several months.

MARKET SUPPLIES of cattle continued fairly heavy throughout the fall and during the first half of December but dropped rather sharply during the latter part of that month. There was at the same time a greater decrease in the supplies of hogs and lambs.

WHOLESALE PRICES of dressed beef rose rapidly during December and the first half of January. Western dressed beef, good grade, 500-600 pounds, was quoted in Chicago at 11 cents a pound for the week ending December 22 and by the week ending January 12 had risen to 13.6 cents.

FARM PRICES of beef cattle rose only slightly from November to December being quoted at $3.81 a 100 pounds on November 15 and at $3.88 on December 15. The December price was only 59 percent of pre-war parity. Many cattle producers are facing a serious situation since the drought forced them to sell their stock during the latter part of 1934 at low prices. Even though farm prices of beef cattle will probably rise considerably during 1935 many cattle producers will not be in a position to benefit greatly from such rise.

PORK

PRICES of all kinds of pork products rose from December 18 to January 2. The average price of pork chops went up 2.4 cents a pound while lard prices increased 0.6 cent and ham prices were up 0.3 cent.

DURING the four months from September through December prices of pork and of other meats fell off slightly, and it is likely that the report of increase at the turn of the new year indicates a change in the trend. Pork prices are expected to continue upward for several months.

MARKET PRICES of hogs rose sharply during late December and early January when they reached the highest levels since 1931. This sharp increase in hog prices was due to a marked drop in market supplies. During most of the fall until about the middle of December, supplies of hogs continued fairly large due to the selling off of light and unfinished hogs caused by the feed shortage. Since the middle of December slaughter supplies have been very small for this time of year. Marketings during the rest of the winter are expected to be much below a year ago and the Bureau of Agricultural Economics has estimated that the total hog slaughter in 1935 may be the smallest since 1910. With this situation it is easy to see why prices are starting to go up. How long the upward movement will last depends on many factors some of which are not predictable.

FARM PRICES of hogs increased from $5.04 a 100 pounds in November to $5.15 in December. The January 1935 figure will probably be considerably higher. Although the December price was only 57 percent of pre-war parity it was much higher than the price of $2.92 reported in December 1933. Also it will be remembered that those hog farmers who are cooperating in the corn and hog adjustment program are receiving substantial benefit payments in addition to the market price of hogs.

Average Retail Prices, January 2, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Who. smo. ham (lb.)
United States	26.7	16.2	23.4
North Atlantic:			
Boston	26.7	16.0	25.0
Bridgeport	28.9	15.3	24.2
Buffalo	28.8	15.3	22.0
Fall River	25.9	14.8	24.2
Manchester	23.8	16.3	25.9
Newark	28.3	16.2	22.8
New Haven	24.9	14.5	22.9
New York	27.7	16.8	23.3
Philadelphia	28.3	16.7	23.8
Pittsburgh	28.5	15.9	23.6
Portland, Maine	25.9	15.9	25.4
Providence	26.1	15.0	23.7
Rochester	28.0	15.6	22.5
Scranton	29.8	16.7	24.4
South Atlantic:			
Atlanta	26.7	16.6	22.3
Baltimore	25.3	15.9	21.4
Charleston, S. C	23.5	16.1	21.7
Jacksonville	21.5	16.3	22.7
Norfolk	23.8	15.1	22.2
Richmond	24.6	15.5	21.4
Savannah	22.6	16.1	19.9
Washington, D. C	28.1	16.3	22.1
North Central:			
Chicago	29.6	16.0	22.8
Cincinnati	26.1	16.7	21.5
Cleveland	27.5	17.4	23.9
Columbus	29.3	15.9	23.6
Detroit	34.0	15.7	24.4
Indianapolis	26.8	15.4	22.6
Kansas City	25.1	16.9	22.9
Milwaukee	26.6	15.8	22.2
Minneapolis	27.9	15.9	22.4
Omaha	25.4	16.1	23.8
Peoria	25.4	17.1	24.2
St. Louis	26.5	16.0	22.2
St. Paul	27.7	16.1	22.7
Springfield, Ill	25.8	16.4	23.6
South Central:			
Birmingham	22.1	15.8	24.0
Dallas	25.8	16.5	26.5
Houston	24.7	15.9	22.2
Little Rock	23.7	16.1	23.4
Louisville	24.3	16.6	19.3
Memphis	21.8	15.6	22.5
Mobile	23.8	15.4	22.8
New Orleans	24.6	15.5	23.0
Western:			
Butte	23.9	17.9	23.8
Denver	24.7	16.1	24.1
Los Angeles	32.2	15.9	25.3
Portland, Oreg	26.8	17.2	24.2
Salt Lake City	26.5	18.5	26.4
San Francisco	30.5	17.4	27.2
Seattle	31.0	17.2	26.8

Average Retail Prices, January 2, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	24.6	10.9	18.5
North Atlantic:			
Boston	24.2	13.4	16.3
Bridgeport	25.9	9.5	20.5
Buffalo	23.8	11.3	20.6
Fall River	24.3	9.6	17.6
Manchester	23.7	13.1	17.9
Newark	24.8	11.9	22.0
New Haven	22.9	11.2	14.7
New York	24.7	10.4	18.1
Philadelphia	26.4	7.8	17.5
Pittsburgh	26.6	11.5	20.9
Portland, Maine	23.4	14.1	18.9
Providence	23.6	10.3	19.2
Rochester	23.0	11.4	19.4
Scranton	26.7	11.3	21.8
South Atlantic:			
Atlanta	22.9	10.9	16.3
Baltimore	24.5	11.8	18.6
Charleston, S. C	25.6	13.8	17.5
Jacksonville	24.9	10.2	18.7
Norfolk	23.0	10.4	14.0
Richmond	26.6	12.5	19.1
Savannah	23.8	10.8	16.7
Washington, D. C	25.5	11.0	20.1
North Central:			
Chicago	25.1	9.8	20.7
Cincinnati	25.9	14.3	21.3
Cleveland	26.3	11.5	23.6
Columbus	26.4	12.1	20.7
Detroit	28.3	12.9	23.9
Indianapolis	27.1	11.6	18.8
Kansas City	24.6	11.8	18.6
Milwaukee	24.8	9.0	19.1
Minneapolis	23.1	8.9	18.0
Omaha	22.5	7.8	16.6
Peoria	25.4	11.5	19.1
St. Louis	23.5	12.9	17.7
St. Paul	22.2	8.8	18.6
Springfield, Ill	23.2	9.8	16.8
South Central:			
Birmingham	24.0	11.1	15.6
Dallas	26.7	16.7	18.8
Houston	25.8	12.7	17.1
Little Rock	24.3	11.8	16.4
Louisville	27.6	11.3	18.8
Memphis	23.8	9.4	14.4
Mobile	25.4	11.7	15.7
New Orleans	24.7	11.1	15.5
Western:			
Butte	22.1	10.1	17.7
Denver	20.7	9.1	16.3
Los Angeles	23.1	10.1	15.4
Portland, Oreg	20.8	9.2	16.4
Salt Lake City	22.4	8.0	17.1
San Francisco	26.1	9.1	15.8
Seattle	24.1	11.1	18.9

LAMB

LAMB PRICES increased from December 18 to January 2 along with the prices of practically all kinds of meats. The average price of lamb legs went up 1 cent a pound while the price of breast of lamb went up 0.6 cent and the price of square chuck increased 0.9 cent. The present price of lamb legs is about 18 percent higher than a year ago. The increase in lamb prices during the past year has been about the same as the increase in beef prices but considerably less than the increase of pork and other hog products.

FARM PRICES of lambs increased from $4.84 a 100 pounds on November 15 to $5.01 on December 15. Present prices are only slightly above the levels of last year and are 68 percent of pre-war parity price.

MARKET SUPPLIES of lambs were sharply reduced in December. Receipts at seven leading markets were the smallest for the month in over a decade and were 32 percent smaller than those of a year earlier. It is expected, however, that during the next few months the supplies of lamb will be more nearly normal than the supplies of either hogs or cattle, and for that reason lamb prices may not increase so much during the next few months as the prices of hog products and of beef.

POULTRY AND EGGS

PRICES of both hens and eggs increased during the two weeks ending January 2, 1935. A seasonal increase in the prices of hens is expected at this time of the year but the rise in egg prices at this time is very unusual.

ORDINARILY the high point in egg prices was reached about the last of November and from that time until the following spring prices generally drop rather sharply. This year the price of eggs started to drop as usual toward the last of November but during the latter part of December egg prices began to turn upward.

WHOLESALE MARKET quotations indicate a fairly decided rise in prices from about the 15th of December until about the 1st of January. The week ending January 12, however, saw another sharp drop in egg prices and consumers can probably expect egg prices to continue downward now for some months although it is quite probable that the drop may be less marked than usual. Receipts of eggs and storage stocks are below average.

REPORTS of hatcheries indicated increases in the hatching of chicks for broilers. The November hatchings were estimated at 133 percent over the previous year and orders for December delivery were estimated at 200 percent over a year earlier. The farm prices of eggs in December was estimated at 27 cents compared with 21.6 cents in December last year. Poultrymen who have to buy their feed are paying high prices for it.

Average Retail Prices, January 2, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	25.0	38.0
North Atlantic:		
Boston	26.7	46.2
Bridgeport	27.2	49.2
Buffalo	26.9	37.5
Fall River	25.9	41.0
Manchester	26.5	38.3
Newark	27.6	44.7
New Haven	26.1	45.8
New York	26.9	44.2
Philadelphia	27.6	40.3
Pittsburgh	26.8	40.5
Portland, Maine	26.0	39.0
Providence	26.5	43.0
Rochester	25.3	38.1
Scranton	28.8	40.6
South Atlantic:		
Atlanta	22.9	36.4
Baltimore	28.2	37.9
Charleston, S. C	23.5	38.0
Jacksonville	25.5	45.0
Norfolk	24.8	37.5
Richmond	26.8	37.9
Savannah	21.0	35.7
Washington, D. C	28.2	45.8
North Central:		
Chicago	27.5	37.5
Cincinnati	26.5	40.1
Cleveland	28.4	36.1
Columbus	25.3	34.8
Detroit	28.4	33.2
Indianapolis	23.4	34.9
Kansas City	21.5	36.1
Milwaukee	24.6	35.2
Minneapolis	23.8	33.0
Omaha	21.9	32.9
Peoria	23.4	35.5
St. Louis	23.9	36.4
St. Paul	23.6	32.9
Springfield, Ill	23.0	38.7
South Central:		
Birmingham	18.5	38.7
Dallas	19.4	39.5
Houston	24.4	40.6
Little Rock	17.9	31.6
Louisville	21.6	36.5
Memphis	19.7	30.8
Mobile	19.8	31.2
New Orleans	21.7	32.7
Western:		
Butte	20.7	37.8
Denver	20.0	39.5
Los Angeles	29.3	36.5
Portland, Oreg	23.4	31.6
Salt Lake City	24.3	34.9
San Francisco	30.8	34.8
Seattle	26.0	34.2

Average Retail Prices, January 2, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	1.8	4.1	3.1
North Atlantic:			
Boston	1.5	4.8	4.0
Bridgeport	1.4	4.4	3.8
Buffalo	1.2	4.0	1.8
Fall River	1.2	4.7	3.1
Manchester	1.1	4.2	3.5
Newark	1.8	4.3	3.5
New Haven	1.2	3.6	3.1
New York	1.9	4.5	4.5
Philadelphia	1.7	3.8	2.5
Pittsburgh	1.6	4.0	3.4
Portland, Maine	1.1	4.2	2.7
Providence	1.1	4.1	3.0
Rochester	.8	3.6	1.9
Scranton	1.2	4.0	2.5
South Atlantic:			
Atlanta	2.1	4.7	3.2
Baltimore	1.5	4.3	4.2
Charleston, S. C.	2.1	5.1	3.4
Jacksonville	1.7	4.5	2.9
Norfolk	1.7	4.6	4.4
Richmond	1.6	4.6	3.6
Savannah	1.7	4.4	3.9
Washington, D. C.	1.8	4.7	4.6
North Central:			
Chicago	2.5	4.1	3.3
Cincinnati	1.9	4.2	3.0
Cleveland	1.6	3.6	2.1
Columbus	1.4	4.0	2.6
Detroit	1.1	3.6	3.0
Indianapolis	1.2	5.0	3.8
Kansas City	2.3	4.9	2.5
Milwaukee	1.2	3.7	2.2
Minneapolis	2.0	4.0	2.9
Omaha	2.2	5.2	2.5
Peoria	1.6	4.7	2.6
St. Louis	2.0	4.0	2.6
St. Paul	1.6	4.1	2.7
Springfield, Ill.	1.6	5.0	2.2
South Central:			
Birmingham	2.2	4.4	2.3
Dallas	3.2	5.4	3.9
Houston	2.5	4.2	2.6
Little Rock	2.5	4.0	2.8
Louisville	1.9	4.1	3.1
Memphis	2.4	4.4	3.0
Mobile	1.9	3.8	2.7
New Orleans	2.0	4.0	3.3
Western:			
Butte	1.6	3.9	3.2
Denver	2.3	3.7	2.8
Los Angeles	2.3	3.6	2.4
Portland, Oreg.	1.7	3.2	2.3
Salt Lake City	1.5	3.0	2.5
San Francisco	2.2	3.6	6.2
Seattle	1.9	2.8	3.0

VEGETABLES
(Fresh)

AVERAGE PRICE of potatoes went up 0.1 cent a pound and the price of cabbage went up 0.3 cent a pound during the two weeks ended January 2. Onion prices were unchanged.

INCREASE in both potato prices and cabbage prices was largely seasonal. It should be noted that both of these foods are selling at prices very much below the levels of a year ago. Potato prices to the consumer averaged 25 percent below 1934 prices and cabbage is selling at an average of 32.6 percent under last year's levels.

ALTHOUGH SOME seasonal increase in prices of all stored vegetables can usually be expected during the winter months it is probable that the seasonal rise in potato prices and cabbage prices will both be rather moderate this year due to the large crops produced in 1934. Some moderate increase through the winter can almost always be expected and is necessary to cover costs of storage and shrinkage.

SHIPMENTS of old cabbage dropped off in the last part of November but there was a slight increase in the shipments of early cabbage from California, Florida, and Texas. The early crop will be lighter than last year's peak crop. Production of early cabbage this year is estimated at 275,000 tons. Last year 326,000 tons were produced. However, the expected cabbage crop this year is considerably in excess of a previous 5-year average and there is not likely to be anything like a shortage of cabbage.

ONION SHIPMENTS fell off a little in December but were above the levels of last year. There was also some drop in the shipments of potatoes toward the end of December.

VEGETABLES
(Fresh)

BIG FREEZE in Florida sharply reduced the supplies of several perishable vegetables coming from that section. There has been an especially sharp reduction in supplies of such commodities as tomatoes, snap beans, eggplant, peppers and peas. To some extent the reduction in Florida supplies of these commodities is being offset by increased imports from Cuba and Mexico but receipts from these sources is always a relatively minor factor and there is no doubt that the freeze is resulting in the temporary situation of considerably smaller supplies of early perishable vegetables than has been anticipated.

AS A RESULT of this condition prices of most of these vegetables went up during the last part of December and early in January. The average price of lettuce, for example, increased 0.7 cent a head; the price of spinach, up 0.1 cent a pound; and the price of carrots, up 0.2 cent a bunch. Lettuce shipments dropped off rather sharply during the latter half of December. Supplies at this time of the year come mostly from California and Arizona. Arizona shipments have about reached their peak.

EARLY CROP of spinach (coming mostly from Texas) has been estimated at about 10,000,000 bushels. This is an increase of about 3,000,000 bushels above the crop of last year but so far shipments have been a little below the levels of a year ago.

PRODUCTION of early carrots is also estimated at considerably above last year, the 1935 crop being forecast at 1,889,000 bushels as compared with a crop of 1,363,000 bushels last year.

Average Retail Prices, January 2, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	10.0	9.0	6.0
North Atlantic:			
Boston	10.9	10.9	7.5
Bridgeport	12.5	10.8	6.8
Buffalo	10.4	9.4	6.2
Fall River	10.8	9.4	7.3
Manchester	12.8	11.9	7.6
Newark	12.2	11.6	6.7
New Haven	11.8	10.8	6.8
New York	13.2	11.1	7.4
Philadelphia	10.8	9.4	6.5
Pittsburgh	11.5	9.8	6.4
Portland, Maine	12.0	13.2	6.6
Providence	11.8	9.8	7.4
Rochester	10.6	8.6	4.6
Scranton	11.8	11.8	6.5
South Atlantic:			
Atlanta	9.8	9.0	7.2
Baltimore	10.8	11.8	7.1
Charleston, S. C.	10.2	9.5	6.8
Jacksonville	9.4	10.6	8.1
Norfolk	8.9	7.2	6.9
Richmond	10.0	8.8	7.4
Savannah	9.5	13.8	8.4
Washington, D. C.	10.5	10.7	7.6
North Central:			
Chicago	11.0	11.4	6.5
Cincinnati	10.1	7.3	6.2
Cleveland	11.1	9.1	5.9
Columbus	11.3	11.0	6.6
Detroit	10.3	10.1	6.1
Indianapolis	10.9	8.3	5.8
Kansas City	9.7	9.0	6.3
Milwaukee	10.3	9.8	5.7
Minneapolis	10.2	11.6	6.3
Omaha	10.1	9.7	6.0
Peoria	9.1	9.7	7.0
St. Louis	10.3	9.2	5.8
St. Paul	10.7	10.3	6.6
Springfield, Ill.	10.2	10.8	7.4
South Central:			
Birmingham	8.7	7.6	5.8
Dallas	6.5	8.2	5.3
Houston	12.8	7.3	4.3
Little Rock	6.2	5.7	5.5
Louisville	10.3	5.3	5.1
Memphis	8.6	6.9	5.5
Mobile	8.4	6.0	5.8
New Orleans	8.4	4.6	3.9
Western:			
Butte	9.8	10.6	5.0
Denver	9.4	7.8	4.8
Los Angeles	5.5	2.7	2.7
Portland, Oreg.	7.1	8.0	2.9
Salt Lake City	9.0	9.1	4.2
San Francisco	4.2	5.9	2.4
Seattle	7.7	6.6	2.6

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	6.0	22.6	28.9
North Atlantic:			
Boston	6.5	*6.3	33.3
Bridgeport	6.8	*5.8	31.9
Buffalo	5.0	25.3	29.5
Fall River	7.8	*6.6	29.6
Manchester	5.7	*6.3	32.6
Newark	6.4	22.9	34.7
New Haven	6.2	20.2	29.1
New York	6.6	26.3	35.5
Philadelphia	5.7	20.3	30.5
Pittsburgh	5.8	26.0	32.8
Portland, Maine	5.8	*7.3	30.7
Providence	7.2	*6.0	32.0
Rochester	4.4	23.1	30.2
Scranton	5.0	16.8	30.0
South Atlantic:			
Atlanta	5.4	21.2	21.3
Baltimore	5.2	20.4	31.8
Charleston, S. C.	5.6	20.6	18.1
Jacksonville	6.0	15.5	17.1
Norfolk	5.7	19.4	27.7
Richmond	6.3	24.8	25.8
Savannah	5.2	19.6	18.2
Washington, D. C.	5.7	24.4	31.4
North Central:			
Chicago	7.3	*6.7	30.9
Cincinnati	6.6	*5.9	30.1
Cleveland	5.8	*6.3	30.7
Columbus	5.7	*6.5	32.7
Detroit	5.7	*5.7	29.3
Indianapolis	5.9	*7.0	28.2
Kansas City	6.3	*7.1	31.2
Milwaukee	6.2	*6.3	27.9
Minneapolis	6.6	*7.4	29.3
Omaha	6.4	*7.8	26.2
Peoria	7.0	*7.1	29.3
St. Louis	5.7	*6.3	30.6
St. Paul	7.5	*7.7	29.6
Springfield, Ill.	6.8	*6.9	30.0
South Central:			
Birmingham	6.1	*9.2	23.8
Dallas	------	*6.8	31.7
Houston	------	16.5	26.8
Little Rock	6.9	*5.3	20.9
Louisville	5.6	*6.4	23.6
Memphis	6.3	*5.2	20.7
Mobile	6.5	14.8	21.9
New Orleans	------	14.4	26.1
Western:			
Butte	6.7	*9.2	28.4
Denver	5.7	*7.4	29.2
Los Angeles	7.2	*5.7	16.8
Portland, Oreg.	3.7	*7.0	25.2
Salt Lake City	6.0	*7.5	24.6
San Francisco	5.4	20.6	14.5
Seattle	3.7	*5.6	25.3

Average Retail Prices, January 2, 1935 (cents)

FRUIT
(Fresh)

PRICES of apples, bananas, and oranges all increased somewhat during the latter part of December. On January 2 the average price of apples was reported at 6 cents a pound, which is 0.1 cent above the average for December 18. Banana prices increased 0.3 cent a dozen and oranges were up 0.1 cent a dozen.

THE RISE in apple prices was a normal seasonal movement. A recent report indicates that on January 1, 1935, cold-storage holdings of apples were 26,649,000 bushels compared with 21,405,000 bushels a year ago. The increase is mostly in storage holdings of western box apples; in fact there are fewer barrel apples in storage than a year ago. It will be remembered that apple production in 1934 was light.

FLORIDA'S big freeze greatly reduced the prospects for the citrus crop. Even now the total annual crop of citrus fruit is expected to be fairly large, but will be considerably less than had been forecast before the freeze occurred. The most recent estimate of the crop in Florida reduced the production of oranges from 19,000,000 boxes to 13,500,000 boxes and the grapefruit estimate is reduced from 13,500,000 boxes to 11,000,000 boxes. The greatest change was in Florida Valencias, which are usually marketed from March to June. The estimate of this crop has been reduced from 6,000,000 boxes to 3,200,000 boxes.

ON THE OTHER HAND prospects for the California navel orange crop improved during the past month.

ALTHOUGH the total orange crop in the country as now estimated is below earlier forecasts, present indications are that it will be larger than last year and more than an average crop. Present prices of oranges average 7 percent above those of a year ago.

QUOTATIONS for oranges are given on the size which constitutes the bulk of the sales. This size is known to the trade as 176's to 220's which represents the number of oranges contained in a crate. Both Florida and California oranges are included. Prices are quoted by the dozen.

Average Retail Prices, January 2, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)
United States	19.4	22.8	22.5	12.8	17.4	10.3
North Atlantic:						
Boston	19.4	22.1	22.2	13.4	17.4	11.6
Bridgeport	19.7	24.4	22.7	14.0	19.3	11.6
Buffalo	20.7	24.3	22.7	12.4	16.1	11.0
Fall River	18.2	22.3	22.3	12.4	17.6	10.3
Manchester	19.8	24.0	23.6	12.6	17.5	11.5
Newark	17.4	21.7	21.9	12.8	17.4	10.3
New Haven	17.8	21.4	21.3	12.4	14.9	9.6
New York	17.6	21.6	21.0	12.6	16.6	10.3
Philadelphia	19.1	22.0	22.1	12.5	18.8	11.3
Pittsburgh	19.0	22.5	23.0	11.9	17.1	10.5
Portland, Maine	20.6	24.4	23.7	12.9	17.5	10.8
Providence	18.6	20.9	22.3	12.6	18.4	10.3
Rochester	21.3	23.2	23.1	13.3	13.1	11.4
Scranton	19.8	22.9	22.4	14.0	17.8	10.6
South Atlantic:						
Atlanta	18.7	24.4	24.6	12.5	18.5	9.8
Baltimore	17.5	21.1	20.3	13.4	15.9	10.0
Charleston, S. C	17.5	21.9	22.3	11.4	17.1	9.6
Jacksonville	18.3	23.9	22.1	12.8	16.4	9.1
Norfolk	20.0	23.7	23.2	11.4	15.5	9.4
Richmond	19.1	23.8	22.6	11.6	19.0	8.9
Savannah	20.2	23.6	23.6	13.5	20.9	9.3
Washington, D. C	18.4	22.7	21.8	11.6	14.9	9.4
North Central:						
Chicago	21.5	24.4	24.0	13.3	16.6	11.4
Cincinnati	18.7	22.4	22.3	10.6	16.9	9.8
Cleveland	19.8	22.8	23.3	12.9	16.1	10.8
Columbus	19.9	24.1	23.4	11.0	16.9	10.0
Detroit	18.9	22.6	20.0	10.8	18.5	10.1
Indianapolis	18.8	26.1	23.4	11.8	17.4	9.9
Kansas City	19.8	22.5	22.6	10.6	16.5	9.6
Milwaukee	21.2	23.3	24.1	13.0	18.8	10.8
Minneapolis	20.4	24.7	24.2	11.4	16.6	10.8
Omaha	21.0	24.2	23.5	12.5	17.4	11.6
Peoria	21.7	25.1	24.1	13.5	18.0	11.4
St. Louis	18.0	23.2	22.6	11.9	17.9	9.8
St. Paul	21.2	22.2	23.7	12.3	16.1	11.0
Springfield, Ill	22.0	26.4	25.4	13.6	18.5	12.6
South Central:						
Birmingham	19.9	22.0	24.4	12.8	16.1	9.4
Dallas	20.7	25.2	23.9	13.0	21.4	10.6
Houston	18.8	21.8	20.6	12.8	13.3	8.9
Little Rock	21.0	25.3	23.2	11.6	19.5	9.3
Louisville	20.4	24.0	22.2	12.0	14.0	9.8
Memphis	18.7	22.1	21.9	11.8	15.6	10.0
Mobile	17.6	19.2	19.7	11.5	17.6	9.1
New Orleans	18.4	22.9	22.1	12.5	20.0	9.5
Western:						
Butte	20.9	24.5	24.9	14.0	15.9	11.6
Denver	20.5	23.7	23.9	13.1	17.9	10.9
Los Angeles	15.9	19.3	19.1	13.3	16.8	*14.0
Portland, Oreg	19.9	20.8	21.4	13.3	18.1	*13.7
Salt Lake City	21.3	23.5	23.1	13.1	17.4	*12.8
San Francisco	17.3	19.7	19.9	13.0	15.8	*13.3
Seattle	19.8	20.7	21.5	13.4	18.3	*14.9

Changes in City Workers' Cost of Living

[Concluded from Page 11]

November 1934 were also well below their 1928 cost. That is,' food which cost $1.00 in the earlier year could be bought for 74 cents at the end of 1934.

HOUSEFURNISHING GOODS and clothing climbed up closer to their 1928 cost. In November 1934 the former cost 83½ cents for every dollar they cost 6 years before; the latter, almost 84 cents. Fuel and light that had cost almost 88 cents in 1928 cost a dollar in November 1934.

NEAREST TO approach 1928 living costs were "all other" expenses. For every dollar which these items cost in 1928, city consumers had to pay 95.4 cents at the end of 1934.

ALL OTHER expenses include such important things as insurance, church, recreation, newspapers, telephone, cigarettes, medicine, laundry, transportation.

SAN FRANCISCO, Washington, D. C. and Portland (Maine) are the three cities where the cost of living shows the smallest drop from the peak period. In each of these cities last November's cost of living was between 84.5 and 85.5 percent of its 1928 level. Detroit, Chicago and Birmingham are the cities in which the cost of living is lowest in comparison with 1928's costs. Here between 75 and 76 cents will buy what it cost $1.00 to buy in 1928.

YOUR LIVING COSTS may have increased more or not so much as these figures show. Important to remember, these are averages. Averages tend to smooth out great differences. Furthermore, if you spend your money differently from the way the average worker is supposed to spend his, your total costs would be different. The Bureau of Labor Statistics figures that in the average worker's budget, food takes 38 cents out of each dollar; clothing, 17 cents; rent, fuel, light, furniture, and household furnishings all together take 24 cents; all other expenses take up the remaining 21 cents. Change the importance of these items in your budget and you change your total cost of living.

Consumer-Farmer Briefs from Washington

[Concluded from Page 13]

must be found "by which the NRA organization of industry can be made to work so that production is increased; costs are lowered without reducing payrolls; selling margins and prices are reduced so that there is a market for the increased output; and unemployed workers are absorbed..... Only in some such way can our potential productive power be put to work to produce the things so many of us need so badly; or can we permanently restore the productive power and the buying power of city workers, so that they can again afford to buy the full and adequate production which farmers are eager to produce and sell."

AAA

AGRICULTURAL WORKERS studying their own problems and city workers interested in how farm problems affect them will find useful "The Farm Problem", published by the Office of Specialist in Workers' Education, FERA, Washington. This free bibliography suggests readings on the roots of farm problems; proposed remedies; fiction and drama dealing with farm life. Attempt is made to list material on every point of view.

AAA

CONSUMERS who want to guard against getting in a tight pinch for small sums of money to meet personal and household debts are flocking into Federal Credit Unions. "Cooperative Saving", a new periodical published by the Farm Credit Administration, lists 78 new credit unions organized during 3 months in 22 States.

OUR POINT OF VIEW

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and non-governmental measures looking toward the advancement of consumers' interests.

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